

THE ENCHANTED JOURNEY

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Getting customer buy-in is hard. Well...at least the way most people attempt it.

There is a way to create an experience for your new visitors that will easily position you as a helpful guide and a trusted expert. It's called the Enchanted Journey because there's a little bit of magic woven into the whole process and at the end of the journey, your new visitor is enchanted with you.

1

"SELL" YOUR FREEBIE INSTEAD OF SIMPLY OFFERING IT

Have you ever spent time creating something to give away to your audience for free and then you can't get anyone to take you up on your offer? For something that's FREE? That's because you didn't sell it right. You could have the best, most helpful content to give away that anyone has ever offered for free. But if you can't convince someone to trade their email address for it, they'll never even enter your Enchanted Journey. Sell your freebie right and you'll have people knocking down your door.

2

CAPITALIZE ON ATTENTION WHILE YOU HAVE IT

Right after someone gives you their email address in return for a freebie, you have an opportunity. Many online marketers waste that opportunity. They give a quick "Thank you for downloading my freebie" message (I've never thanked someone for giving them a gift, so I'm not sure where this practice came from) and direct them to their inbox. But there are a LOT of possible distractions between that page and their inbox.

Instead, *USE THAT ATTENTION* while you have it and give them another piece of helpful content. Call it a "bonus freebie." We'll talk about that content next.

3

KNOW THE QUESTION THEY'RE MOST LIKELY TO ASK NEXT - AND ANSWER IT

Demonstrate that you KNOW your audience. There are certain problems or struggles that most of them face. Whatever their next question is likely to be, figure that out and then answer it in the helpful content you send them to next.

Your reader will be thinking, "It's like she's reading my mind!" And that positions you as an authority and a guide. Both of which make it much more likely that you'll get hired in the future. At the end of this content, direct them to their inbox for the freebie.

4

CREATE A FREEBIE THAT SOLVES A PROBLEM OR BECOMES A TRUSTED RESOURCE

The content you create should either give your new subscriber a quick win OR be something they return to again and again. The quick win is great because when someone takes action with you as their guide, they look to you again when they're ready to take the next step.

A resource they'll return to is great because every time they use it, you'll be top of mind and demonstrating that you're there to help them consistently accomplish their goals.

5

GIVE EXAMPLES OR IDEA STARTERS AS ONE LAST PIECE OF EXCLUSIVE CONTENT

This step is totally optional, but if you've been teaching someone how to do something, a few examples of success or some ideas to get their wheels turning will help cement you as a resource that can be trusted (and someone who goes the extra mile for their customers).

I like to save this content just for my subscribers. I deliberately tell them that it's not available to the general public. Give someone a reason to want to stay on your list.

6

CONTINUE THEIR JOURNEY IN EMAILS

If you've successfully demonstrated that you are a trusted resource and guide for your new subscriber, they'll happily and promptly open the emails you send. The first several emails you send them should expand upon or deepen the journey you've already taken them on.

Want some ideas for a killer freebie?

I've put together a list of **Seven Fabulous Freebie Ideas** (and when to use each one). [Click here to check it out!](#)